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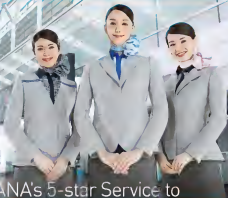
**Cook at Home
with Japanese
and Asian
Seasonings**

**Dining Out for
Winter Special
Dishes**



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The theme of the cover of this month is "Home Cooking". To find out more about it, check out the featured section from page 7

02 Japanese Customs for a Good Year

Japanese people observe ancient cultural practices in the New Year intended to bring health and happiness as well as fulfill various wishes and requests for the upcoming year. Here are some suggestions for bringing in luck the Japanese way.



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President / Publisher

Hiroshi Ochiai

Editor-in-Chief

Kenji Kuroki

Writers

Rose de Preville
Michael Ockendon
Nate Nakamura
Stacy Smith
Julia Suda
Kali Williamson

Freelancer

Simon Stern

Art Director

Akiko Hayashi

Sales Manager

Kyoko Shirota

Sales Representative

Aiko Minkum

Yanling Yan

Members: TPWY, LLC

Tokyo, Shirota

Published by Trend Pot NY, LLC

40 Boulevard PI #1002

New York, NY 10005

TEL: 212-433-0670

FAX: 212-431-1960

www.chopsticksny.com

For Advertising Info:

TEL: 212-431-0670

E-mail: info@chopsticksny.com

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Japanese Customs for a Good New Year

Everyone wants to have a fresh, auspicious start in the New Year. In Japan, there are unique cultural practices intended to bring health and happiness as well as fulfill various wishes and requests for the upcoming year. Here are some suggestions for bringing in luck the Japanese way:



Clean and Tidy Up

Japan's traditional New Year customs are rooted in the teachings of Shinto (a polytheistic faith native to Japan). On New Year's Day, it is said that the god of the New Year (tosho-gami-sama) visits each household to bring a year of good fortune with blessings such as the perpetuation of the family line, an abundant harvest, and good health. Accordingly, preparations to welcome tosho-gami-sama are an important part of the customs of the Japanese New Year.

The first thing you should do is household cleanup. Just as you would when welcoming guests to a party at your home, you should clean your apartment from end to end. It is believed that if you rid your home of the dust that has accumulated over the past year, you can greet the god of the New Year and receive divine favor.

Hatsunode

Hatsunode is the first shrine visit of the New Year. People pray for their health and good luck and say good-luck charms such as omamori (good-luck charm), hemaage (charm worn) and kumade (charm sword). The most popular shrines for the event are Meiji Jingu in Tokyo, Ninomae Shrine in Chiba Prefecture, Kasuga Shrine in Nagasaki Prefecture, and Kofu Jingu Shrine in Kyoto. Each of these has almost three million visitors during the New Year's holiday.



Decorate Your House with New Year's Ornaments

Kadomatsu, shimekazari, and togarimochi are the New Year's ornaments that welcome tosho-gami-sama. Translated as "pine tree at the gate," a kadomatsu is viewed as a signal to tosho-gami-sama to enter the house. In Shinto, pine trees are considered to be homes for deities, so two pine trees, one male and the other female, were traditionally set on the right and left sides of a gate to a home. These days, a decorative pine tree ornament with bamboo and plum blossoms is



A kadomatsu is put out to welcome tosho-gami-sama (the god of the New Year).



A shimekazari delineates a sacred inner space from the outside world. It symbolizes seasonal changes and marks seasonal festivities.



Layers of rice symbolize a happy and fulfilled life.

often placed on the front door.

A shimekazari, meaning “lightened robe,” is a divider that is thought to mark your house as a holy place. In other words, it is meant to repel bad luck. Customarily made with beaded shaves or hemp, a shimekazari was originally hung above a gate or entrance, but today simplified ornaments are often hung on the door just like a holiday wreath. Kagamimochi (large and small round mochi [rice cakes]) stacked on top of each other, are an offering to tsukiyomi-jinmi. The round shape represents the sun and moon as well as yin and yang, signifying a happy and full life.

It is customary to decorate with these New Year's ornaments by December 28 and to take them down by January 7. The used ornaments are traditionally burned at a Shinto shrine.



Eat New Year's Food

It is a Japanese tradition to eat *osechi-ryōri* throughout the New Year's holiday (until January 3). *Osechi-ryōri* is served in layers of lacquer boxes, *zabako*, to bring “layers of luck.” The dishes include *kabemaki* (fish rolls), *kuronano* (swartened black beans), *datemaki* (rolled sweet omelet), *karanten* (washed sweet potatoes with chestnuts), *kiripori gōshi* (braised turbot), *tsukulan* (candied dried carmel), *nenenata* (pickled daikon radish and carrot), *nenono* (preserved vegetables), *kakushiko* (hering roe), *ebi-no-aka-mushi* (soak-steamed shrimp), *kanabiko* (pink and white fish cakes), and *ta-no-shiroyaki* (grilled sea bream). Each dish in *osechi* has a symbolic meaning: the dishes usually promote good health, fertility, longevity, a good harvest, or happiness. People are supposed to finish cooking *osechi* dishes by New Year's Eve so that they can spend the New Year's holiday without cooking.

The taste of the dishes is usually strong—sweet, sour, salty, or dried—because they have to keep for several days. These days, people are more conscious of using time efficiently, so they tend to buy ready-made *osechi* dishes available at stores and restaurants in Japan. People also do not really follow the strict rules of *osechi* as much as they once did but rather create their own ways of preparing and enjoying the foods of the New Year.

O-toso, thought to repel evil spirits and promote longevity in the coming year, is served in the morning of New Year's Day. It is an herb-infused sake containing blended herbs called *tozusan*.

O-zoni is another staple of New Year's cuisine. This soup containing *mochi* is served in millions of styles that differ from region to region and from family to family. Some use a clear broth while others use a cloudy *misu* soup; some put round *mochi* in the soup while others use rectangular *mochi*; some grill the *mochi* before putting it into the soup while others use raw *mochi*. Toppings also have regional differences, and the options are closely related to the local harvest.

Finally on January 7, people eat *nanikusa gayu*, a type of porridge containing seven specific grains. Simply seasoned with salt, it is good for the stomach after all the celebratory meals and drinks.



Each item in *osechi-ryōri* has a specific meaning that is related to good fortune.



O-toso is a New Year's soup made topped with mochi, vegetables, and other items from the local harvest.



On January 1, people eat a porridge made with seven grains, also called *nanikusa*.



2015: The Year of the Monkey

In ancient Japan there was a specific way of indicating the year, month, and date. It was a portrait of a calendar and was called *oto*. *Oto* consists of *shiko* (an symbol) and *kanishi* (Chinese symbols for the twelve zodiac signs), and one of the twelve symbols is represented by different animals as applied to each year. The sign around for 2015 is the monkey.



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Cook at Home with Japanese & Asian Seasonings

The New Year is a good time to start something new. Why not add new seasonings and ingredients to your pantry and broaden your cooking repertoire.

Feature 1

What's Trending? Modern Twists on Japanese Seasonings

Feature 2

11 Recipes with Japanese Seasonings

Listing

Grocery



Modern Twists on Japanese Seasonings

When it comes to seasonings from Japan, soy sauce, miso, and wasabi are already household names in the U.S., and many more are being introduced, both traditional and newly developed. Here, we present some of the recent hit seasonings in Japan—and you can even make them at home!



Seasoning 1: Honey Miso

People in Japan traditionally blend sugar and mirin to add sweetness and a smooth texture to miso, but honey can do both. Recently this simple blend of honey and miso has taken Japanese kitchens by storm and has become a new staple in the pantry. Honey also enhances the nutritional value of miso. Sweet and savory with an umami kick, honey-miso-glazed seafood and meat are the new bento. It can also be a great condiment for rice (not-pot dishes).

How to Make Honey Miso

Mix miso and honey well in a 2:1 ratio. You can create hundreds of flavors by playing with different types of miso and different varieties of honey.



Soak down a honey miso, marinating pork with honey miso and making a honey-miso steak.



Seasoning 2: Shio Lemon

This salt-cured, lemon seasoning originally comes from Middle Eastern and South Asian cuisines, where it is called "preserved lemon" or "pickled lemon." Through the curing process, the tartness of the lemon becomes milder, and a syrupy liquid seeps out of the lemon, producing a refreshing condiment. It goes well with Japanese cuisine such as *kyayakko* (cold tofu with various condiments) and grilled fish. It can also add a great kick to white seafood soups.

How to Make Shio Lemon

1. Cut, slice, or dice lemons and dress with salt (10% of the volume of lemon).
2. Put the salted lemon in an airtight glass jar, seal it, and keep it in a dark, cold place for about a month. In a few days, the salt will dissolve and liquid will seep out of the lemon. Shake the jar once a day to distribute the liquid evenly.



Soak the top of a shio lemon with honey and garnish with the preserved lemon and



Seasoning 3: Shio Koji

Shio sauce (miso, soy, hot vinegar), miso—these Japanese staple seasonings are products of fermentation, a process that naturally enhances umami. Shio koji was once a regional seasoning, but now it is common nationwide.

Made simply from rice koji, salt, and water, shio koji has a subtle sweetness, mild saltiness, and elegant umami. Rice koji, which is available in the U.S., is rice coated with koji mold that works as a culturing agent. Rice itself contains a lot of sugar, and the sweetness becomes more noticeable after the fermentation process. The cream-colored, syrupy seasoning complements various types of dishes: pickles, salads, and grilled, sautéed, and seared food.

How to Make Shio Koji

1. Mix 1 cup dried koji and 1/2 cup salt and add 1 cup warm (about 140 °F) water until just covered.
2. Ferment for about 10 days to 2 weeks at room temperature in a loosely sealed container. Mix once a day.
3. After about 1 hour, the koji will have absorbed all the water. In about a day, the koji grains (grains of rice) will start to detach, giving the mixture a syrupy consistency.



Shio koji makes salmon taste more succulent and flavorful.

Seasonings and Condiments That Stimulate Your Taste Buds

Taberu Rayo

You might have seen this smoky condiment on the counter of ramen restaurants. It's a sesame oil-based, chunky dish sauce with an abundance of bits of fried garlic and onion as well as some other ingredients like nuts or sesame seeds. Its garlicky and nutty flavor, condensed umami, chunky texture, and a touch of heat instantly make your dish powerful. It's really the game-changer of your pantry!



Yuzu Kosho

If you are looking for a powerful yet elegant kick, go for yuzu kosho. Made from yuzu (a Japanese citrus fruit, salt, and green or red peppers), it has an amazingly sophisticated flavor. It is served as a condiment for any grilled dish: sashimi, baked, roasted, and ribs in Japanese cuisine, but it can be incorporated into Western meals too (like making yuzu kosho mayonnaise dip, sauce, or salad dressing, for example).

Neri-Ume

This umeboshi (Japanese pickled plum) paste is often served with teriyaki (sauce-based grilled sushi) and yakitori (grilled chicken) skewers. It boasts a fruity tartness and sweetness as well as a beautiful magenta color. You can use it as is, but it's also great for mixing into dressings, dipping sauces, and marinades.



Matcha-Jio

This is simply a mix of matcha (powdered green tea leaves) and salt. Usually served as a condiment for tempura, matcha-jio also gives a bitter, refreshing, and salty punch to grilled and fried dishes.



Kami Sauce

This is the current forerunner of seasonings in the Japanese home-cooking scene. It's an import from Sichuan cuisine that has been modified for the Japanese palate. Its complex flavor comes from a blend of various spices, herbs, condiments, and sauces, giving it the name of kami (Japanese for flavor). The spicy, sweet, and tartness make a great match with kani (raw fish) dishes.

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10 Recipes with Japanese Seasonings

Here we introduce 10 recipes using Japanese seasonings and ingredients, from authentic Japanese dishes to Asian and Western style dishes with Japanese twists

Beef Shabu Shabu



Ingredients (Serves 2-3)

- 12 thinly sliced beef (cut for shabu shabu)
- 1/4 whole napa cabbage □ 1 bunch ashitake
- 4-6 shiitake mushrooms □ 2-3 slices carrot, cut into flower shape □ 2 cups water
- 6 inch long dried kambo help (optional)

(For dipping sauce)

- Kikkoman Ponzu □ Kikkoman Roasted Sesame Sauce □ Grated ginger (to taste) □ Finely chopped scallion (to taste) □ Grated daikon radish (to taste)

(Directions)

1. Soak the kambo help in a pot filled with cold water for about 30 minutes.
2. Cut napa cabbage into bite size pieces.
3. Slice ashitake diagonally.
4. Prepare the dipping sauce by adding grated ginger, chopped scallions and grated daikon to ponzu, and chopped ashitake and ginger to sesame sauce.
5. Bring the pot of water to a gentle simmer and take out the kambo help.
6. Pick up beef and let it swim in the simmering water for a few seconds. Do not overcook.
7. Dip the cooked beef into either ponzu mixture or sesame sauce mixture and eat immediately.
8. After cooking few beef slices, add vegetables to the pot and enjoy when they are cooked.



When beef and vegetables are all gone, you can add either cooked rice or noodles to enjoy the broth.

Kikkoman Ponzu

This citrus flavored soy sauce and dressing has been popular in Japan for years. It can be used right from the bottle in a dipping sauce or as a vegetable marinade or a variety of delicious recipes. Whisked together with a small amount of oil, it becomes a flavorful dressing.

Kikkoman Roasted Sesame Sauce & Dressing

It's a delicious dipping sauce with a rich, creamy flavor and creamy texture. It's great for shabu shabu, hot pot or yakisoba (beef and pork dishes). It can also be enjoyed as a tasty dressing for salads, cooked vegetables and noodles.

info@kikkoman.com



Kara-Age



Ingredients

- (Serves 2)
 □ 2 chicken thighs
 □ 1 bag Kikkoman Kara-Age Coating Mix
 □ Garlic or vegetable oil to pan fry

Directions

1. Cut each chicken thigh into 8-10 pieces.
2. Place Kikkoman Kara-Age Coating Mix in a medium-sized plastic bag.
3. Put chicken thighs into the bag, and tightly seal sticks to seal the bag.
4. Pan fry in hot oil over medium heat, turning once to brown and crisp on both sides.
5. Serve with lemon wedge or your choice of dipping sauce (Optional).



Pearl Kara-age is a Japanese style fried chicken made by marinating meat with soy sauce, then season with before breading. By using Kikkoman Kara-Age Coating Mix, you can skip the marinating step and enjoy flavorful fried chicken. Since the coating mix is already seasoned, you don't need any dipping sauce while eating, but you are free to enjoy it with a variety of dipping sauces to enjoy it. Lemon was not only the goodness of the Kara-age but also add refreshing flavor.

Kara-Age Soy-Ganai Seasoned Coating Mix

Already seasoned with soy sauce and garlic, Kikkoman Kara-Age Coating Mix is a type of powder that can make Japanese style Kara-age (fried chicken without marinating the chicken). It can cut into small pieces of chicken and make it easy to eat. Just by dipping the rice into chicken, you can enjoy it. You can get a variety of toppings.

www.kikkoman.com



Poached Egg Miso Ramen



Ingredients

- (Serves 1)
 □ 1 package of IPPUDO Aka-Miso Ramen or IPPUDO Shiro-Miso Ramen
 □ 1 egg
 □ 2 slices pork chashu
 □ Seasoned bamboo shoots to taste
 □ 1 scallion

Directions

1. Miso: a poached egg. Heat a pot of water to 180°F, add one egg, and let sit at that temperature for 11-12 minutes. Transfer cooked egg onto paper towels using a slotted spoon.
2. Take a packet of noodles from the IPPUDO Ramen package and cook in 4 cups of boiling water for 4 minutes, stirring occasionally.
3. As the noodles are cooking, take 1 packet of powdered soup and place it in a bowl, then dissolve its contents in 1 1/2 cups of hot water.
4. Strain the cooked noodles and transfer them to the bowl of soup.
5. Gently split the poached egg on top of the ramen; top with seasoned pork chashu, pork chashu and finely chopped scallions, and serve.



Pearl Add freshly grated ginger as a topping to give it a kick.

IPPUDO New Ramen Set

Introducing the ultimate style, the ultimate bowl of ramen. IPPUDO is offering a New Ramen Set beginning in January 2016. This set is made from a pork and chicken bone broth with miso, featuring the special miso flavor powder from their two hot types: red miso and white miso. Each package contains ramen ingredients and powdered soup. The hand-made original IPPUDO noodles are fresh from the factory and are served in a bowl of hot soup. You can get it at the IPPUDO restaurant in NYC, the first Ramen set brought back by people demand.

www.ippudo.com



Soy Crepe Vegetable Roll Topped with Spicy Tuna



Ingredients

- (Serves 3)
 □ 1 sheet Soy Crepe
 □ 4 oz sushi rice (cooked rice seasoned with sushi vinegar)
 □ Your favorite seasonal vegetables (e.g., cucumber, avocado, asparagus, etc.)
 □ 2 oz tuna, minced

(For spicy sauce)

- 1 tbsp mayonnaise
 □ 1/2 tsp sriracha hot sauce
 □ 1/2 tsp sesame oil
 □ Chopped scallions

(For vegetable sauce)

- 1 tbsp soy sauce
 □ 3 tbsp mayonnaise

Directions

1. Mince tuna meat.
2. Spread sushi rice evenly over a sheet of Soy Crepe.
3. Place your favorite vegetables on the center of the sheet. (Here we use lightly boiled asparagus along with thinly sliced avocado and cucumber.)
4. Roll it up and cut it into 6 or 8 pieces.
5. Place them on plates and top with a tablespoon of mayonnaise.
6. Mix Soy sauce with mayonnaise to make Soy sauce. Add it to the top of each piece.
7. Place an inch-long chive on top of it to garnish.



Pearl You can decorate this appetizer dish by using a different color of Soy Crepe. The recipe can also be used for bento or hand-rolled sushi. You can replace tuna with salmon. You can adjust the spiciness of the sauce by increasing or reducing the amount of sriracha.

Soy Crepe (Soy Crepe)

Made with the finest quality egg and soy protein, the delicious Soy Crepe is an ideal substitute for an omelette. It is easy to cook and can be used in a variety of ways. It is a great choice for a variety of healthy and delicious meals and entrees. Soy Crepe is made to eat and packaged in a zip-lock resealable bag.



www.kikkoman.com

Sumo Wrestler Soup



Ingredients (Serves 4)

For soup base:
 1 1/2 cup Miso Soup Base 1/3 1/2 cups water
 2-3 tbsp Miso Rice Vinegar

(For chicken and beef)

1/2 1/2 cup ground chicken meat 1/2 egg 1/2
 1/2 cup ginger, finely chopped 2 2 cups scallions, finely
 chopped 1 1/2 cup corn starch 1/4 cup salt

(Other toppings)

1 1/2 Dashi cabbage leaf 2 medium sized fresh
 white mushrooms 1/2 1/2 cup
 1 1/2 1/2 carrot 1/2 Shichimi pepper to taste (optional)

Directions

1. Chop Dashi cabbage in 1/2 inch lengthwise. Cut white mushrooms in half. Chop scallions finely and cut carrots into 1-inch rectangular slices.
2. In a large pot, bring Miso Soup Base and water to a boil.
3. Mix all chicken meatballs and add to a bowl. Form into balls, coat with corn starch and add to the boiling soup to cook.
4. When the meatballs are cooked, add vegetables into the soup.
5. Add Miso Rice Vinegar at the end.
6. Serve the soup into individual bowls and sprinkle scallions to taste.



This soup is incredibly "thick-to-soft", some westerners struggle but just stick to adding rice vinegar at the end of the cooking process, you can make this dish more appetizing and flavorful!

Miso Soup Base (Japanese Style)

Miso Soup Base (Japanese Style) is a low-sodium miso soup base that can be used for a variety of traditional Japanese dishes. Made from soy sauce and miso, it is an essential ingredient for making miso soup. It is also great as a dipping sauce for tempura, soups, and other Japanese dishes. Miso Soup Base can be a wonderful substitute for soy sauce in recipes.

www.chopsticksny.com



Vegetable Oden



Ingredients (Serves 4)

1/2 1/2 dashi radish, peeled and cut 1 Japanese
 yam, cut into pieces 1 konnyaku (burdock)
 potato, cut into pieces 4 small potatoes, peeled 4 eggs, hard
 boiled and peeled 1/2 1/2 head of broccoli, cut into
 pieces with stems attached 1/2 1/2 deep-fried burdock
 potatoes 1/2 1/2 fish balls, cut diagonally 1/2 1/2 deep-
 fried fish balls, skewered 1/2 1/2 gyoza (dumplings),
 skewered 1/2 1/2 grilled chicken fish cake, cut into
 pieces 1/2 1/2 Kaniyu (Japanese mackerel) paste to taste
 1/2 1/2 bunch mitsuba, boiled and tied into bunches
 (for broth)
 1/2 1/2 cup Kikkoman Hot Tofu 1/2 1/2 cup water

Directions

1. Lightly boil the dashi radish, konnyaku, deep-fried burdock potatoes, deep-fried fish balls, and chicken in water.
2. Combine Kikkoman Hot Tofu and water in a large pot and add the pre-cooked ingredients and Japanese yam, potato, egg, fish cake, gyoza, mitsuba, and toasted kaniyu.
3. Simmer for an hour.
4. When all the ingredients are done, add mitsuba and kaniyu.
5. Serve with kaniyu as a condiment.



Oden is a typical hot pot dish in Japan. There are many ingredients that might not be familiar to non-Japanese consumers, but all items are available in Japanese grocery stores.

Kikkoman Hot Tofu

Kikkoman Hot Tofu is a multipurpose soup and stew base for use in various dipping sauces, broths, and soups. Made from Kikkoman soy sauce blended with four types of natural flavors (soy, garlic, and ginger) to add umami flavor. Mild yet full-bodied flavor makes it a great choice for a variety of dishes.

www.kikkoman.com



Tofu and Walnut Lettuce Cups



Ingredients

(Serves 6)
 1/2 1/2 package House Foods Premium or Organic Tofu
 Firm, drained well 1 1/2 cup olive oil 1 1/2 cup garlic,
 minced 1/2 1/2 Lettuce, shredded carrots, chopped scallions
 to serve

(For sauce)

1 1/2 1/2 teaspoon (red or green) food coloring 1 1/2 1/2 cup soy
 sauce 1 1/2 1/2 cup hoisin sauce 1 1/2 1/2 cup sake 1 1/2 1/2
 cup sugar 1 1/2 1/2 cup chopped walnuts 1 1/2 1/2 cup corn
 starch mixed with 1/4 cup cold water

Directions

1. In a frying pan, heat olive oil, garlic, and tofu over moderately high heat, breaking up the tofu into small pieces with a wooden spoon. Cook until Tofu and garlic gets well browned.
2. Add all the sauce ingredients and continue cooking for a few minutes, stirring constantly.
3. Add the water and corn starch mixture in, stirring until the sauce thickens.
4. Add walnuts and mix them in.
5. Serve on lettuce cups, topped with shredded carrots and chopped scallions.



For a lower sodium version, remove sodium water by pressing the tofu in between paper towels.

House Foods Premium Organic Tofu Firm

Made with U.S. grown, non-GMO soybeans with the highest quality House Foods Firm Tofu. It's great for a variety of recipes and can be used for burgers, sandwiches, and more. It's also available in a variety of flavors.

www.housefoods.com



Tofu Bao



Ingredients (Serves 3)

- 1 package House Foods Premium or Organic Tofu Extra Firm, sliced 1/2" widthwise
- 1 lb steamed buns
- 2 tablespoons 1 1/2 tbsp house sauce
- 1 tbsp soy sauce
- 1 1/4 tsp honey
- 1 tbsp minced garlic
- Celantro, chopped
- 1 slice of 1/2 salt and pepper to taste (For pickled cucumber and carrot)
- 1 tsp olive oil
- 2-3 large chunks of ginger
- 3/4 cup vinegar
- 2 1/2 tbsp apple cider vinegar
- 1/2 cup water
- 1/2 cup sugar
- 2 hot house cucumbers, thinly sliced
- 1 carrot, shredded
- Salt to taste

Directions

- 1 In a pot, heat the olive oil with the ginger until fragrant.
- 2 Add in vinegar, apple cider vinegar and water, and dissolve sugar and heat to a simmer.
- 3 Pour the warm soup mixture over the steamed buns, and let sit for 10 minutes.
- 4 Season buns with salt and pepper.
- 5 In a nonstick pan over medium heat, heat the oil.
- 6 Once hot, brown tofu on both sides.
- 7 Remove tofu from the pan and set aside.
- 8 Add the vinegar, brown sauce, soy sauce, honey, and minced garlic to the hot pan and mix well.
- 9 Once bubbling, add in the tofu to coat in sauce.
- 10 Assemble buns, tofu, pickled vegetables, and cilantro.



Pickles can be prepared up to 1 week in an airtight container in the fridge.

House Foods Premium or Organic Tofu Extra Firm

Made with 95% green, non-GMO soybeans with the highest quality from House Foods. Tofu Extra Firm is a gourmet replacement and can be used for burgers or sandwiches and grilling. Soft, Medium Firm and Firm are also available.

www.house-foods.com



Avocado and Grilled Chicken Pita with Wasabi Sauce



Ingredients

- (Serves 2)
- 1 boneless, skinless chicken breast half
- 1 cup fresh avocado
- 1/2 cup diced tomatoes
- 1/4 cup finely chopped red onion
- 1-2 tbsp Kikkoman Wasabi Sauce
- Salt and pepper to season
- 1 tbsp olive oil
- 2 pita bread

Directions

- 1 Salt and pepper chicken breast and coat it with olive oil.
- 2 Heat grill (or frying pan) and grill (or sauté) both sides of the chicken breast until cooked through. Set it aside.
- 3 In a bowl, mix diced tomato, chopped red onion and Kikkoman Wasabi Sauce. Adjust the amount of sauce according to your taste.
- 4 Slice chicken breast in 1/2 inch strips.
- 5 Cut pita bread into half and stuff it with avocado, chicken strips and some wasabi sauce.



For milder sauce, just 1 tablespoon of wasabi sauce and 1 tablespoon of mayonnaise. Chicken can be substituted with other meat, seafood or tofu.

Kikkoman Wasabi Sauce

Kikkoman Wasabi Sauce adds a touch of spicy kick and a lot of zesty texture to everyday foods. Turn up the heat on vegetables and sandwiches, put meat eggs or steaks, burgers, chicken and fish to add fire to dips and salad dressings.

www.kikkoman.com



One Bite Potato Salad Wrapped in Soy Crops



Ingredients

- (Serves 2-3)
- 1 sheet Soy Crops
- 2 potatoes
- 1 slice ham, sliced
- 2 tbsp milk
- 1 tbsp cream cheese
- 1/4 tsp mayonnaise
- Salt and pepper to taste
- Chopped parsley to garnish

Directions

- 1 Wash, peel and boiled potatoes.
- 2 Mix mashed potatoes with milk, cream cheese and mayonnaise.
- 3 Add salt and pepper as you like.
- 4 Cut Soy Crops into preferred shape and size.
- 5 Wrap the potato salad with Soy Crops.
- 6 Then wrap potato salad with diced ham and chopped parsley.



You can mix your favorite ingredients with potato salad to create your own recipe. There is no rule for wrapping styles. Also, Soy Crops comes in 3 different colors, so you can play with combinations of the colors and toppings.

Soy Crops (Soy Protein)

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Asian Infusion: Tex-Mex with Kikkoman Seasonings

ENTERTAINMENT



A bright start of the year to 2016 comes with Kikkoman seasonings! Though their line-ups are primarily developed for Japanese and Asian tastes, why not use them for other cuisines? Kikkoman seasonings actually go very well with colorful and flavorful Tex-Mex dishes.



[Ingredients] (Serves 4)

- Q 12 oz. grilled beef steak (sirloin, tri-tip, or skirt), cut into thin slices
- Q 4 leaves butter lettuce, 1 iceberg lettuce or romaine lettuce
- Q 4 tbsp. chopped red onion
- Q 4 tbsp. chopped red or yellow peppers
- Q Cilantro and lime for garnish
- Q 8 tbsp. Kikkoman Orange Sauce
- Q 4 small size (8 inch) flour tortillas

[Directions]

1. Drizzle warmed tortillas, spread butter lettuce on steak slices, chopped red onion, and chopped pepper.
2. Drizzle 1-1/2 tablespoons of Kikkoman orange sauce per taco.
3. Serve with lime wedges and cilantro.



You can also top tacos with the pork tenderloin, sliced steaks, and/or beef, chopped poblano peppers. Popping grilled steak for at least 5 minutes before slicing keeps the steak juicy.



[Ingredients] (Serves 4)

- Q 8 large jalapeño peppers
- Q 1/2 cup cream cheese, room temperature
- Q 4 tbsp. chopped red onion
- Q Salt and pepper to taste
- Q 1/4 cup shredded cheese (cheddar, provolone, mozzarella, mozzarella, etc.)
- Q 1/4 cup Kikkoman panko
- Q Lime to garnish

[Directions]

1. Preheat the oven to 450°F.
2. Cut off the stems of the jalapeños and cut lengthwise into halves.
3. With a knife and spoon, clean out the seeds to make room for the stuffing.
4. In a bowl, mix softened cream cheese, chopped red onion and a pinch of salt and pepper. Mix well.
5. Using a small teaspoon, scoop the cream cheese filling and stuff it into each of the jalapeño halves.
6. Place them on a baking pan lined with aluminum foil.
7. Sprinkle about a teaspoon of panko onto each stuffed jalapeño half.
8. Top them with your choice of shredded cheese and put them in the oven.
9. Bake for 12 to 15 minutes or until the cheese turns golden brown.
10. Serve them while hot with some lime wedges.



These spicy appetizers are great while you're out. Perfect pairing with wine or tequila-based drinks.

Oven Baked Pork Chop with Mango Salsa



Ingredients (Serves 4)

- 1/2 pork chop
- 4 boneless pork chops (3/4 inch thick)
- 1/2 cup salt and pepper to taste
- 1/2 cup olive oil

For mango salsa:

- 2 cups diced mango
- 1/2 cup chopped red onion
- 1/4 cup chopped cilantro
- 1/2 tsp chopped jalapeño pepper

- 1/2 lime, juiced
- 1 tsp Kikkoman Thai Style Chili sauce
- 1/2 tsp salt and pepper to taste

Directions

1. Pre heat the oven to 450 °F
2. Season both sides of pork with salt and pepper
3. Heat the oven-safe pan, put one tablespoon of olive oil on the pan and sear one side of the pork until golden brown (about 3 minutes)
4. Flip the pork over and immediately put the pan in the preheated oven
5. Cook for about 7-10 minutes until the pork is cooked through
6. Take out of the oven and let the pork rest for at least 5 minutes
7. In a non-metal bowl, put diced mango, chopped red onion, chopped cilantro, lime juice, chopped jalapeño pepper and Kikkoman Thai Style Chili Sauce, and mix
8. Adjust taste with salt and pepper
9. Let it marinate at room temperature for 10 minutes
10. Top the pork chop with the mango salsa



This sauce is also excellent with your favorite chips and salsa and seafood



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Thai Style Chili Sauce

Kikkoman Thai Style Chili Sauce provides a balanced blend of red chili paste and cayenne pepper mixed with vinegar, sugar and seasonings to make an excellent accompaniment to Thai, Southeast Asian and Chinese recipes.



Reserve-Only Orange Sauce

New Kikkoman Orange Sauce is made with naturally brewed Kikkoman Soy Sauce, real orange juice concentrate, a splash of vinegar and a touch of garlic and onion. Kikkoman Orange Sauce takes the guess work out of making perfect orange dishes. It's ready to use as a sauce, glaze, and condiment for stir-fries, appetizers and more.

Kikkoman is committed to taste and quality. For great recipes, visit our website: www.kikkomenuusa.com

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Mixology Lab



Category: Premium shochu

Origin of production: Kumamoto Prefecture

Base ingredients: Rice

Koji used: White koji

Distillation style: Genjutsu (induced-pressure) distillation

Features: The trademark of this shochu is the clear and fresh aroma coming from the pristine water of the Kawabe River, from which the shochu is made. Via yeast on the palate with a sharp finish, it can be appreciated just like a dry sake. It is paired with a variety of dishes, and it is particularly great with lobster and oyster.

Alcohol content: 25% (50 proof)

Produced by: Sengetsu Shozo Co., Ltd.

Distributed by: NY Mutual Trading, Inc.

KAWABE Straight Up

Cocktail recipe courtesy: Takahiro Okada of Shigure

KAWABE's elegant flavor comes from the local water sourced from the Kawabe River and the rice grown with the same water. "I can taste the beautiful flavor of the water in this premium rice shochu, so I don't want to spoil the subtlety and elegant impression by adding any mixers and bitters. To maximize the clean and fresh taste, I suggest drinking it in a straight-up martini style. Also, Kawabe's slight bitter note goes well with your peel that also has a bitter taste," says Takahiro Okada, owner/partner of Sake Bar Shigure. It's clean and pristine, which is perfect for a fresh-start to the new year.

Ingredients: Serves 1

- 3 oz Kawabe rice shochu
- Ice to chill a glass and the shochu
- Yuzu (or lemon) peel to garnish

Directions:

1. Chill the martini glass with ice
2. Pour Kawabe rice shochu and ice in a shaker and shake
3. Discard the ice in the glass and place a yuzu peel in it.
4. Pour the ice-cold, shaken Kawabe



Sengetsu Shozo Co., Ltd.



Deeply rooted in the Kuma region of Kumamoto Prefecture, Sengetsu Shozo has produced shochu for over 118 years. The rice shochu made in the region is recognized worldwide as Kuma Shochu, a brand named after its area designated by the World Trade Organization (Ma Scotch Whisky and Cognac blends). With pristine water from the Kawabe River recognized as the highest quality water in Japan for 8 consecutive years and abundant local rice, the Sengetsu Shozo distillery draws from the surrounding environment a local bounty to create genuine shochu.

1 Sengetsu, Higashi-Kumamoto-468-0252 JAPAN
TEL: +81-964-72-3257 / www.sengetsu.co.jp

Sake Bar Shigure

Located in the heart of Tokyo, it serves a unique selection of sake, shochu and Japanese beer along with original togo dishes, attracting sake connoisseurs and novices alike since its opening in 2013. Veteran sake sommelier, Takahiro Okada (formerly of Decadent En and Sault Ste Marie) curates the drink selection and warmly greets customers at the bar to inspire.



377 Seventh St., New York, NY 10013
TEL: 332-886-5295 / www.tokyo-shigure.com

RAMEN ZUNDO-YA GRAND OPENING!

Interview with Mr. Tetsuya Hashimoto, President of Zundo-ya



was just six months after my visit.

Why did you choose "tonkatsu" for your soup?

At the very beginning, I was making my ramen with a salt-based soup, but I kept developing my own soup by choosing ingredients and cooking them in various ways. Finally, I found my ultimate style of tonkotsu (pork broth), which is what we serve at Zundo-ya today.

What is a major difference between your tonkatsu and others?

I like great grist and joy in our tonkatsu, which is well-balanced with a prominent umami flavor. Cooked with specially selected ingredients for 26 hours, our tonkatsu soup has fascinated customers with its creamy and rich taste.

RAMEN



ZUNDO-YA

Can you briefly describe Zundo-ya's features?

Our ramen can get customers to come back again and again without losing their interest. Customers have lots of options – the amount of pork fat in the dish can be adjustable, light, regular, rich and super rich; for example, and the thickness of the

noodles can be *hara hira* (straight noodles) or *chu-buto chaji* (buck noodles).



What would you like your customers in NY to experience at Zundo-ya?

I would like customers in NY to try our Soy Milk Tonkatsu (Spicy tonkatsu soup with soy milk), which we developed especially for the NY shop, as well as our signature dish, *Autumn Ramen* (rich tonkatsu ramen topped with cured soft-boiled egg). We also have Vegetable Ramen for vegetarian customers. Furthermore, customers can enjoy experience and enjoy authentic Japanese food as well as Japanese "omotenashi" hospitality here at Zundo-ya NY.



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TOTTO 4
RAMEN

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Celebrating Chinese New Year, Cantonese Style

PHOENIX GARDEN 鳳城花園



The appetizer spread: dumplings, egg rolls and an array of condiments, spicy and sweet.



The crisp texture and nuttyness of fried gyoza dumplings among the succulent meat of steams.



Their signature Sixty-Flavor Shrimp are lightly battered and deep-fried for a crunchy and fresh taste.



Traditional red and gold accents in the dining room, which seats 40 or tables of 10.

Good fortune is high on everyone's wish list for the New Year. Now is the time to celebrate the Dragon New Year—and a perfect place to start is 2012, the year of the monkey, at **Phoenix Garden**. This Midtown Manhattan restaurant specializes in Cantonese cuisine, and offers a traditional banquet, a festive setting.

"Cantonese people are mostly entrepreneurial," explains owner Victor Gao, "so we held the New Year event because it's an opportunity to invite prosperity." Gold and red—auspicious colors—dominate the decor, and the special menu is designed to family (great for the economic year ahead). For this special occasion, the menu is printed in red paper, with poetic ascriptions of special dishes prepared to promote health and wealth. Fast Sifted of Joy, Jade & Oval, Palace of Prosperity, Sea of Fortune.

In addition to the special platters, Phoenix Garden offers a New Year staple: dumplings, served with an array of condiments for every little performer, from ginger to red chili pepper (the housemade specialty). In addition to more traditional dumplings stuffed with shrimp, chicken, or pork, Phoenix Garden presents a favorite now also on the classic gyoza stuffed with the fatty, white meat of a Szechuan Asian fish called meat Fried to perfection, these dumplings are outstanding.

By Phoenix Garden once red chickens are you it marks a New Year's tradition to select again. "We're not a special occasion restaurant," Gao says. "Our customers eat here several times a week, sometimes every day." Just don't expect a fortune cookie to conclude your meal—Phoenix Garden does not follow that tradition. The good fortune is the cuisine itself, which Gao describes as "get-rich food."

PHOENIX GARDEN

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TEL: 212 682-8888 | www.phoenixgarden.com | Mon-Sat 11:30 am-12 pm

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HONSHU



RESTAURANT DATA

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Jersey City, NJ 07302
TEL: 201 324-2388
www.honshu.com
Lunch Mon-Fri 11:45 am-2 pm
Dinner Mon-Fri & Sat
5-10 pm Sat-Sun 5-11 pm



Honshu has been serving a wide range of sushi, chow, and certified Japanese dishes in the heart of Jersey City since 2005. The restaurant recreates delicacies of fresh fish each day, carefully preparing the best selections for customers to enjoy. This season Honshu is offering a special Grilled Tiger Shark, paired with its original wasabi cream sauce to set the tone off to its best flavor. For \$25, Honshu hopes that customers who can visit new fish will be able to enjoy the flavor of the fresh fish in this recommended dish for winter.

Healthy, Delicious Winter Chicken Hot Pot

ICHIBU



RESTAURANT DATA

188 1st Ave. (East 11th & 12th Sts.)
New York, NY 10003
TEL: 212 337-1300
www.ichibu.com
Mon-Thurs 11:30 am-11 pm
Fri-Sat 11:30 am-12:30 am
Sun 12 pm-11 pm



A fresh fish wholesale business that operates a restaurant as well, **ICHIBU** also offers a variety of delicious non-sushi dishes to keep you cozy in chilly weather. The season's highlight is their Chicken Hot Pot, which costs only \$8. Although the price is inexpensive, ICHIBU can no longer control the quality of the ingredients. The flavorful slowly prepared Goshu broth is made from bonito, kombu, and fresh chicken. Healthy vegetables such as zucchini, shiitake, and non-starchy mushrooms, link choy, scallion, and bamboo shoot absorb the essence of the chicken, becoming even more nutritious.

Piping Hot, Authentic Thai Winter Soups KHAO THAI KITCHEN



RESTAURANT DATA

226 Delancey St.,
Brooklyn 5th Fl. 3rd St.
New York, NY 10002
Tel: 946-705-4110
www.khaothaikitchen.com
Mon-Thu 5:30 am-11:30 pm
Fri-Sat 11 am-11:30 pm
Sun 11:30 am-11:30 pm



Cozy little restaurant serving authentic Thai dishes. **Khao Thai Kitchen** continually pleases new menu items to surprise customers. But the cold weather with one of their piping-hot noodle soups. Try the Thai-Authentic Spicy Noodle Soup, a tangy, spicy, sweet, sour dish with an incredibly flavorful soy broth, scallions, Chinese broccoli and rice noodles. Or sample the Khao-Sai, a Northern Thai-inspired spicy beef soup with a deep herb flavor and wide, curly noodles. Other dishes include Wai-See Noodle Soup with chicken dumplings and Jook Noodle Soup, which keeps you warm and full.

Winter Hot Desserts at Crăpura KULU DESSERTS



RESTAURANT DATA

100 N. 3rd St., 2nd Fl.
Midwest City, OK 73101
New York, NY 10012
Tel: 212-688-0900
www.kuludesserts.com
Sat-Thu 12 am-11 pm
Fri-Sat 12 pm-10 pm
*One hour one hour
Dinner and 10 min



Open since August 2011, **Kulu Desserts** offers crisp, smoothies, coffee, and Hong Kong style sweet soups that incorporate fresh fruits, pudding, and hot chili jelly. In the chilly months, try a dessert that warms you up as it soothes your sweet tooth. In this winter Kulu Desserts is offering a special hand made, Hot Sweet Soup for \$4.75. The traditional Chinese sweet soup in this popular winter dessert, known as long yan, comes with a choice of peach or osage filling. This delicious red bean soup keeps you warm, while the black sesame in it contains plenty of skin-soothing Vitamin E.

Warm up with Energizing Nabe Hot Pots NIPPORI



RESTAURANT DATA

210 W 14th St.
1st Fl., New York 5th Ave. 1
Tel: 212-681-5332
www.nippori.com
Mon-Fri 11:30 am-11:30 pm
Sat 12 pm-11:30 pm
Sun 12 pm-11 pm



Chef/owner Hironori of **Nippori**, a new restaurant of Tokyo Ramen, started opening in Tokyo, where customers would start the dinner with drinks and appetizers and finish with a bowl of soup. Ramen was a bowl of Sukiyaki, full of Kōbe beef, so Chef Hironori aims to preserve traditional Japanese taste. Also popular here is Kōbe Miso, highlighting a generous portion of sliced pork belly and tender, succulent and umami filled in exquisite balance in this winter menu selection. On cold days, these comforting nabe dishes satisfy your heart and your stomach.

Miso and Mussel Umami Boost UMAMI SHOPPU



RESTAURANT DATA

110 10th Ave.
1st Fl., New York 5th Ave. 1
New York, NY 10011
Tel: 212-688-0900
www.umamishoppu.com
Mon-Sat 11 am-12:30 pm
Sun 11 am-11 pm



Serving Japanese dishes based on the owner/chef's family recipe, **Umami Shoppu** has been an thriving community district at 10th Street for 3 years. The heavy winter menu they recommended this year is Miso Miso Ramen. Slowly cooked fresh mussels rest in a miso-based sauce, topped with torikatsu (pork bone broth) ramen. The ramen from mussels and miso evenly blends into a rich and mild umami broth. Umami Shoppu also offers an extensive Japanese menu including bento boxes and poke bowls like yellow and chicken on egg.

Upper East	Kyoto Sashimi
1795 Lexington Ave. (bet 171 & 179 St.)	212-212-6264
Upper East	Melrose
471 E. 75th St. (bet 74th & 76th Ave.)	212-244-5454
Upper East	Noritsu Ramen*
1541 2nd Ave. (bet 153 & 155 St.)	212-425-0762
Upper East	Oshi Sashimi
1070 2nd Ave. (bet 106 & 108 St.)	212-425-0261
Upper East	Pake
303 E. 76th St. (bet 74th & 78th Ave.)	212-244-0262
Upper East	Sasabune
405 E. 74th St. (bet 73rd & 75th Ave.)	212-253-4973
Upper East	Shokyo-Shokyo 72*
514 E. 76th St. (bet 74th & 78th Ave.)	212-444-5275
Upper East	Sushi House
1543 E. 2nd Ave. (bet 154 & 156 St.)	212-253-2557
Upper East	Sushi of Soul
422 E. 78th St. (bet 77th & 79th Ave.)	212-671-5483
Upper East	Sushi Saku*
1442 1st Ave. (bet 143 & 145 St.)	212-212-1276
Upper East	Sushi Saku
1577 1st Ave. (bet 157 & 159 St.)	212-253-2576
Upper East	Tanoshiji
1221 1st Ave. (bet 121 & 123 St.)	212-253-4332
Upper East	Tanoshiji Sushi Sake Bar*
1221 1st Ave. (bet 121 & 123 St.)	212-253-1034
Upper East	Tanzen
581 2nd Ave. (bet 57th & 59th St.)	212-485-9558

Upper East	Tokatsu 18*
281 E. 76th St. (bet 75 & 77th Ave.)	212-421-1284
Upper East	Tokyo
1446 1st Ave. (bet 144 & 146 St.)	212-253-4332
Upper East	Wajima
1341 E. 1st St. (bet Lexington 1st Ave.)	212-473-3386
Upper East	Wissala Lohby
1203 1st Ave. (bet 120 & 122 St.)	212-484-4493
Upper East	YUBA*
1607 2nd Ave. (bet 159 & 161 St.)	212-253-9575
Upper East	Yaku
1128 1st Ave. (bet 112 & 114 St.)	212-471-5833

Midtown West

Midtown West	Aki Sashimi
224 W. 46th St. (bet 45 & 47th Ave.)	212-253-5446
Midtown West	Aki Sashimi
387 W. 32nd St. (bet 386 & 388 St.)	212-252-2375
Midtown West	Anko
224 W. 46th St. (bet Broadway 45th Ave.)	212-253-1252
Midtown West	Sasabune 52
544 W. 52nd St. (bet 543 & 545 St.)	212-253-2717
Midtown West	Sasabune
471 W. 36th St. (bet 469 & 471 Ave.)	212-521-0333
Midtown West	Sushi Saku*
1407 Broadway (bet 139 & 141 St.)	212-254-1405
Midtown West	CONTOUR-YA*
251 W. 124th St. (bet Broadway 123rd Ave.)	212-253-7257

Midtown West	On Sashimi
739 1st Ave. (bet 737 & 741 Ave.)	212-473-2739
Midtown West	EDI 60° CARRY*
	The triple award winning Japanese carry-out is the only one of its kind in the city. Experience the best of Japanese food and wine. Also admiring enjoy. Customers in need of a Midtown West and East Side lunch/dinner. Give it a try today!
1174W 10th St. (bet 10th & 11th Ave.)	212-759-0455 www.edi60carry.com
Midtown West	Honami Sashimi
331 1st Ave. (bet 329 & 333 St.)	212-253-2851
Midtown West	Hono
331 W. 47th St. (bet Broadway 46th Ave.)	212-257-7812
Midtown West	Ichimatsu
327 W. 100 St. (bet 99 & 101th Ave.)	212-251-4333
Midtown West	Ichiraku
321 W. 49th St. (bet 74 & 76th Ave.)	212-254-7135
Midtown West	Itadaki Ramen Restaurant*
132 W. 36th St. (bet Broadway & 37th Ave.)	888-683-6733
Midtown West	IKKUDO NY WESTSIDE
321 W. 47th St. (bet 319 & 321 Ave.)	212-634-9768
Midtown West	ISE Menka-tee 56
56 W. 35th St. (bet 34th & 36th Ave.)	212-253-4732
Midtown West	Ichimatsu
381 1st Ave. (bet 379 & 383 St.)	212-473-6332
Midtown West	KATSUHAMAMU*
1240 W. 18th St. (bet 18th & 19th Ave.)	212-569-7143
Midtown West	Kanbara 45
321 W. 46th St. (bet 45th & 47th Ave.)	212-253-6135

Midtown West	Kai
471 W. 45th St. (bet 469 & 471 Ave.)	212-521-2338
Midtown West	Miss Sashimi*
48 W. 2nd St. (bet 1st & 3rd Ave.)	212-253-7187
Midtown West	Monstar Sashimi
21 W. 46th St. (bet 45th & 47th Ave.)	212-253-7187
Midtown West	Nakano
224 W. 107th St. (bet Broadway 107th Ave.)	212-253-2583
Midtown West	Nippon*
243 W. 104th St. (bet Broadway 103rd Ave.)	212-254-5337
Midtown West	NOBBI-SU
471 W. 45th St. (bet Broadway 46th Ave.)	212-251-2338
Midtown West	Oshi*
327 W. 47th St. (bet 47th & 49th Ave.)	212-254-3747
Midtown West	Delaysa Tiram Express
141 W. 17th St. (bet Broadway 17th Ave.)	212-254-4433
Midtown West	SAMBA Dining Bar
18 Greenwich St. (bet 17th & 19th St.)	888-344-5473
Midtown West	Sake Bar Hops
127 W. 49th St. (bet 49 & 50th Ave.)	212-244-4548
Midtown West	Supporo*
152 W. 47th St. (bet 47 & 48th Ave.)	212-473-6132
Midtown West	SHABU SHABU KORE*
210 1st Ave. (bet 1st & 2nd Ave.)	212-473-4755
Midtown West	Shimizu
387 W. 18th St. (bet 18 & 19th Ave.)	212-574-1551
Midtown West	Sushi Nippon*
111 W. 34th St. (bet 34 & 35th Ave.)	212-445-2553

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11:30am - 2:30pm
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12:30pm - 4:30pm
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5:30pm - 10:30pm

Midtown-West	Sushi Goma
205 W 58th St, Sat. 10-5:30pm 212-623-8821	\$20
Midtown-West	Seeds of Gori
347 W 44th St, Sat. 10-5:30pm 212-623-4081	\$20
Midtown-West	Sushi Gokube
555 1st Ave, Sat. 10:30am-12:30pm 212-623-8821	\$15
Midtown-West	Sushi Zen
102 W 45th St, Sat. 10-5:30pm 212-623-8821	\$15
Midtown-West	Sushiden*
122 W 45th St, Sat. 10-5:30pm 212-623-8821	\$20
Midtown-West	Sushiya*
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Midtown-West	TABATA*
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Midtown-West	Tenjinryu Fuzoku
60 1st Ave, Sat. 10:30am-12:30pm 212-623-8821	\$10
Midtown-West	Toto Fuzoku W/ 12nd
444 1st Ave, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-West	Toto Fuzoku W/ 52nd
305 1st Ave, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-West	Yakuten TOTTU
217 W 55th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-West	Yamaya Sushis*
30 Hudson St, Sat. 10:30am-12:30pm 212-623-8821	\$20

Midtown East

Midtown-East	Akurage Kizukaku*
213 1st Ave, Sat. 10:30am-12:30pm 212-623-8821	\$20

Midtown-East	Azusa Sushis
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Azusa*
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Gyo-Kobe*
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Hakoban
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Midtown-East	Hemu
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Hirakawa
111 E 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Hito-Chan Ramen
205 1st Ave, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	HINATA
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Hiroshi Japanese Fusion
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Izakaya Koyotei
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Izakaya Roku
111 E 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Juku
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Kajitsu
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	KATSURAMAMA*
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Midtown-East	Kakage
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Kanawa Zushi
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Lucky Cat
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Mitsubushi Sh
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Nada-Sushi
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	NIRAI
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Nipper*
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Nishiki Shokubo
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	NOMAD
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Parusa Takumi*
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Shibuya*
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Shogun Shokubo
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20

Midtown-East	Sekigaya*
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Shinku & Tanya KPA
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Sushi TOTTO
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Sushi Tuna
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Sushi Yee*
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Sushi Zen
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Sushiden*
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	TENJINRYU FUYU
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	TOMI JAZZ
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	Toto Fuzoku E 52nd
105 W 44th St, Sat. 10:30am-12:30pm 212-623-8821	\$20
Midtown-East	West Side Izakaya
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Queens **Yatsu Sushis***

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Queens **Yoshi Sushii***

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Queens **Yoshi Sushii***

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Westchester **Mooji***

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Westchester **Nishi**

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Westchester **Nishi**

100 E 10th St, Bronx, NY 10451 **\$20-25**

Westchester **Nishi***

100 E 10th St, Bronx, NY 10451 **\$20-25**

Westchester **Sushi Restaurant***

100 E 10th St, Bronx, NY 10451 **\$20-25**

Westchester **Tsuta**

100 E 10th St, Bronx, NY 10451 **\$20-25**

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Upstate **MT Fuji Steak House**

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Upstate **Sato**

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with Cha-shu Pork Topping

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Menya Sandaime 三代目

1683 Parker Ave. Fort Lee, NJ 07024 TEL: 201-482-1141
Sun-Th: 11:00am-9:00pm Fri & Sat: 11:00am-9:30pm

MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 55 - MONO of the month

airweave

Mattress toppers. Priced by the thirty and viewed skeptically by the uninitiated, it is one of those rare items that cause a heated debate among those who are considering a new mattress or trying to extend the life of their current one. But what if there was an option that truly made the effectiveness of your mattress go way beyond even what you would hope to imagine? This is what airweave has promised and delivered on for over a decade in Japan, and this product is now winning over an increasing number of converts in the United States.

airweave is the brainchild of company President and CEO, Motohiko Takaseki, a Stanford educated engineer who discovered that his uncle's plastics company was producing products with the unique ability to mold to a body and support its weight. Seeing an opportunity to capitalize on existing equipment, he envisioned and created a line of mattress toppers that went far and beyond what existed in the industry. After nearly a decade of success in Japan, Mr. Takaseki finally began selling airweave in the US in 2014, and opened up the flagship New York City Soko store in February of 2015.

What makes airweave so different is its core — a network of three-dimensional resin fibers that provide personalized support for any type of body. By distributing weight evenly, it minimizes stress on the joints, and in turn reduces restlessness. The result is a superior sleep which remains uninterrupted through the night, and allows people to wake up feeling better rested and rejuvenated. This has proven to be particularly effective with professional athletes, a group that requires rest in order to stay competitive, and has been used by ballet schools, Olympic committees, golfers, ice dancers, and more.

But the benefits of airweave are something that all people can enjoy, no matter what their lifestyle. According to Allen Cohen, the Communications Director at airweave, "Because of the unique design, 98% of the core is actually comprised of air, which provides the sensation of sleeping on air." He added, "It also helps dissipate heat and moisture that the body generates during sleep, so that one stays cool during the hotter months and warm during the colder ones."

There are currently several lines of airweave products available. The first is the original airweave, which can be added to any type of bed ranging from twin to California King sizes. airweave Futon, a thicker model that doesn't require a mattress, can be used on its own — perfect for small apartments or extended trips. airweave Pillow can be used to further enhance the effectiveness of the mattress topper by bringing the same advantages to the head and neck. And finally, airweave Seat Cushion is a great option for those who sit for long periods of time, such as writers. The company's continued commitment to athletes, both professional and aspiring, is commendable. And not to exclude those on a tight budget, such as college students, the company has also specifically created a Twin USA College Edition.

Do you find yourself tossing and turning and waking up in the middle of the night? Don't feel helpless — the solution may only be a few inches thick — allow airweave to shepherd you to a full night's sleep.

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The positive depression and relaxation design of airweave is a needless option for any mattress use.



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The outer shell has an incredible hand feel that is plush, soft, and incredibly comfortable.



The highly portable airweave Portable and airweave Portable Dual Wedge (wedge can be flipped) to provide different levels of firmness, are excellent companions for those who travel and years for extended stays no matter where they are staying.



In 2010, the company set to bring about the launch of a new airweave product, which is the time of this writing is still in secret. Our readers of this article can visit the Soko location to find out what is right to be.

KAWAII in New York

By Julia Szabo



© gettyimages/ichigomatsu101

The most kawaii accessory to wear with a Trust Fund Beautycosmetics® & Tea Item Japan? This fan, popular in Japan and in the traditional beauty in Korea.

Beauty products are kawaii because they help us look, feel, and smell our cutest! But too often the chemical ingredients of cosmetics and perfume are quite toxic and harmful to health – and that's not cute at all. With the New Year getting off to a great start, it's a perfect time to explore non-toxic beauty products. Go it for the health and safety of all beauty buffs, but especially children who love playing dress-up with makeup. Chemical-free is kawaii (cute)!

WILL PEOPLE is a cosmetics brand that calls itself "beauty conscious" –

with an emphasis on conscious. Their products for face, cheeks, eyes, and lips are made of all-natural ingredients that are tested for performance – but never tested on animals. Quality-free is kawaii! Clever product names include Capitalist eye shadow, Narcissist foundation stick, and Muslim colorbalm for lips. www.willpeople.com

Trust Fund Beauty has created a collection of nail polish that offers some of the coolest colors in the world of nail art – not to mention the coolest names: the almost-white "Put A Ring On It" is gilded purple. With a seamlessly convenient attitude, the brand promises that "Unlike some of your relationships we are non-toxic and quality free." TRF even offers a plant-based nail polish remover that's non-acetone, non-flammable, eco-friendly, and smells like roses! www.trustfundbeauty.com

Harvey Prince Organics is an all-natural perfume company founded by two brothers who wanted to gift their mother with a non-toxic fragrance. Not finding what they wanted, they created their own, with notes of pink grapefruit, pomegranate, orange, yasmine, tuberose, ylang-ylang, and sandalwood. To honor all Moms everywhere, they called it "Ageless" and formulated it to be safe for pregnant mothers. What could be better than that? The collection has since grown to include many more signature fragrances, with names like Eau So Divine and Cherry Blossom.

www.harveyprince.com



Julia Szabo has covered culture and style for The New York Times and New York Post, and created a online design column for SouthEast Asia.

Illustration by Harumi, Japan

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KUMANO KODO: The Ancient Holy Road

With deep forests and valleys, the mountainous area of Kumano has been a destination for nature worship, the spiritual foundation of the Japanese people for centuries. Stretching over the Kii Peninsula and encompassing the four prefectures of Wakayama, Nara, Mie, and Osaka, Kumano has attracted worshippers since olden times, especially members of the royal family and aristocrats. It is not far from the ancient Japanese capitals of Nara and Kyoto, and the first recorded official visit by the royal family was in 807 AD. After the fourteenth century, visiting Kumano was a trendy habit among samurai and commoners, making it a hot destination until the early twentieth century. Today, the holy road attracts tourists from all over, especially after it was recognized as a UNESCO World Heritage Site (Sacred Sites and Pilgrimage Routes in the Kii Mountain Range) in 2004.

The Kumano Kodo refers to five pilgrimage routes leading to the Kumano Sacae (three holy mountains/dresses): Kumano Hongu Taisha, Kumano Hayasui Taisha, and Kumano Nachi Taisha. The five routes are known as Go-ji (5 in the map below), Koshiji (2), Nakatsuchi (3), Oshiji (4), and Ise-ji (5), each of which has unique features. Kiji connects the Osaka area and the Kumano Sacae, and the section in the Kii is running east through the forest.



from Tanabe is called Nakatsuchi and has many well-preserved historical remains. The Koshiji route connects Koyasan Temple (the main temple of the Shingon-shu sect) and Kumano Hongu Taisha. Oshiji follows the holy coastline from Tanabe to Shingu via Nachi Katsura, a scuba fishing town. The Ise-ji route runs west from Ise Jingu Shrine. This route developed during the Edo period (1603–1868) as visits to Ise Jingu became more popular.

Some parts of the routes do not have any historical remains, but the Nakatsuchi and Ise-ji routes have a lot to see, including landmarks, original stone-paved pathways, steps made to protect the road in the rain, and shirotsuka (milestones) set in the Kofu domain during the Edo period. These two routes are recommended for tourists. You can still visit the three main shrines by bus or car, but the Kii mountain range itself is a powerful spot, and you would not want to miss the opportunity to breathe this sacred air. While hiking through the routes that ancient pilgrims took, your mind will travel through a timeless atmosphere filled with spiritual power.

Since Kumano is not far from Nara and Kyoto, which are already popular destinations for foreign travelers, it's a great addition to your next trip to Japan.



Some routes retain their original stone-paved paths, which were created for safe and easy travel during rain.

The Kumano Kodo consists of five routes, part of which is considered UNESCO World Heritage Sites.



Shugendo, an Japanese pilgrims has traveled through Koshiji route.



Kumano Hongu Taisha is one of the three mountains' shrines in the sacred Kii mountain range, which has attracted worshippers for centuries.



Magnificent view of the Kii Mountain range from the top of one of the hills.



There are many statues, shrines and mountains along the Kumano Kodo.



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Styles through Technique and Smiles

Reiko of RH Plus Salon

What are the services offered at RH Plus Salon?

All stylists here cover everything from cut, color, perms to styling for those individual customers, as this prevents miscommunication. Also, we are located inside an atrium and open 7 days a week, so we are family-oriented and trend-conscious.

How about your individual specialties?

I feel confident saying that when I am done customers look 10 years younger! I achieve this not only by incorporating trends, but also by considering their lifestyles. Technically, I examine customers' hair types and head shapes and then hide or enhance certain features.

Are there things that you are conscious of as a stylist?

I always greet customers with a smile and put a lot of effort into building trust with them, so that they feel comfortable coming to me long-term. I even have

customers of three generations from the same family, so I think of myself like their family hair doctor.

Please share your personal health rituals.

The first thing I do each morning is five minutes of stretching. Also, I believe that what we eat helps improve our health, so I regularly consume fermented food. Starting last year, I incorporated cod liver (pressed butter) into my diet, and it's been working very well. By just adding it to yogurt, salad, rice and miso soup, it provides nutritional fiber, aids recovery from tiredness and improves metabolism.

Any winter hair care tips?

Winter's dryness causes static, which becomes worse when you go to bed with wet hair as this causes further evaporation. Make sure to towel dry hair and put a light cream or oil on the tips, as this helps retain moisture.



Customer and stylist hair styled at RH Plus Salon. Reiko shows guests customers with a smile to create a friendly atmosphere while working on their hairstyles.



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POETRY AND KARUTA: GOTTA CATCH 'EM ALL!



For those who have never read Japanese poetry but are looking to dive right into some classic material, the most introductory and comprehensive anthology is the *Open Hyakunin Isshu*. Compiled by Fujiwara no Isaka in the thirteenth century, the anthology consists of 100 haiku* from 100 different poets—one tanka per poet. Some of the best poems from between the seventh and thirteenth centuries, a lot of them of anachronistic language are represented in this collection.

The collection focuses on many different things such as nature, life, and love. To pick the strong with the weak, to capture and emphasize a sense of diversity—the unique design of Teika's manuscript makes the anthology so unique. Understanding the essence of the traditional Japanese poetry, which uses archaic language is not easy; however, the anthology has been appreciated by Japanese for centuries, thanks to *Open Hyakunin Isshu Karuta*, a card game based on the anthology.

Karuta is a unique deck of cards inspired by ancient Portuguese sailors who spent their leisure time playing "carta," a prototype of modern playing card. In a regular deck, there are two types of cards—the yamafuta cards meant to be read, and the torifuta cards meant to be switched up as fast

as possible. In the *Hyakunin Isshu* deck, the yamafuta cards showcase the complete poem while the torifuta cards only show the last two lines. The players race each other to determine which torifuta card corresponds to the yamafuta card being read. The player who collects the most cards wins.

Don't let the simplicity of the rules fool you. Playing a game of karuta requires cat-like reflexes, strong hand-eye coordination, and the ability to memorize all 100 poems line by line. The *Hyakunin Isshu* deck is normally employed in comprehensive nationwide (called *Kyōgi Karuta***) and prompts to be a useful tool for teaching Japanese poetry. In fact, more and more *Kyōgi Karuta* clubs are popping up in schools across the nation thanks to popular manga series *Delaysense*, which depicts the main characters growing up people through *kyōgi karuta* and the world of the *Open Hyakunin Isshu*. Whether you are interested in Japanese poetry or crazy about manga, *Open Hyakunin Isshu* is what you should try out in the new year.

*Tanka (or waka) was a Japanese poetic form regarding a five-line 5/7/5/7/5 syllable count, unlike haiku, which is recognized for its famous three-line 5/7/5 syllable-count form.

***Kyōgi Karuta* employs the different rule from the traditional way that people play *Hyakunin Isshu* cards at home. For details, go to <http://karuta-japan.com/kyogikaruta-en-4.html>

—Featuring by Michael Goldstein



Maruoka Shōichi, author of *The Tale of Ise* and *Sea Drifters*, winner of the Akutami Award, is illustrated with 100 poets in *Open Hyakunin Isshu*. The book given by Maruoka depicts a lot of scenes with old friends, using an analogy of the moon observed not at clouds, while this one is for a personal explanation as for people who attached to haiku. (His copyright is reserved.)



Many are using *Kyōgi Karuta* at a Karuta club in Komatsubara, organized by clubs, sports agents and youth sports activities in Japan. Featured here is the Women's National Championship.



Delaysense (KODANSHA COMICS, SJ) by Yuki Saito is a popular manga and movie based on *Kyōgi Karuta*. It is being made into an anime series, beginning of a narrative story scheduled to be released in spring 2016 in Japan. www.cd100.com/news.html



Today, the *Open Hyakunin Isshu Karuta* card is gradually spreading in the U.S., and lectures and events are held in colleges and universities. Contact Mr. Michio Sato, head of the *Open Hyakunin Isshu Karuta* and *Hyakunin Isshu*, for further information. karutaclub@gmail.com

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Japanese CROSSWORD



Across

1. **Akai** _____ is a cute _____ (beast) character that has huge merchandise sales worldwide.
4. In Shinto, _____ (a variety of evergreen forest) is believed to house deities and are used for New Year's decorations.
6. A small claim that Tokyo used to be famous for.
9. "Seitai" or "Seitai" in Japanese.
10. _____ is a Japanese craft often used to make kitchen utensils. The word also refers to the new material for the craft, which is obtained from a tree in the poison ivy family.
12. "Lava" in Japanese.
15. Exercise makes you _____ (sweet).
16. A winter fruit often used to decorate the top of kagami maki for the New Year.

Down

1. This word is used in front of words referring to actions or things to signify

that it is the first of the year as _____ (first shrine visit) and _____ (first working day of the year).

2. Tokyo has twenty-three _____ (wards).
3. Japanese make _____ (rice-cakes) for altars and to eat while wishing for a long, safe, and healthy life.
5. This new year, 2016, is the year of the _____ (monkey).
7. _____ (gato) means "thank you".
8. _____ (Inari) is a Shinto shrine that attracts 14.2 million visitors per year.
11. _____ is the ending form of past-tense verb.
12. "Nemuri" in Japanese.
14. _____ (seiji) is a Japanese fashion designer famous for his pleated totes.
15. "Miso" and "puri" in Japanese.



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「はじめまして」 How do you do?

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YUKICHI FUKUZAWA (1835-1901)

As the first person to introduce modern European culture and society to Japan,

Yukichi Fukuzawa is one of the most important and influential figures in establishing modern Japanese society after the Meiji Restoration (1868). Born into a lower-class samurai family in Nakatsu, Ōita, he started studying Dutch when he was 14, but the cultural climate of the period prompted him to study English. Fukuzawa volunteered his services when the Tokugawa Shogunate government sent envoys to San Francisco and learned English very quickly. Afterwards, he visited Europe as a government interpreter. Based on his full experience of the outside Japan, he wrote *Shinji Jijō* ("Condition in the West") and introduced new ideas to people who were living uncertain after the philosophical change of the Meiji Restoration. Fukuzawa was also interested in education and wrote *Gakkaishi no Saisei* ("An Encouragement of Learning") and founded Keio Gijyū, now known as Keio University. His portrait has been on the 10,000-yen banknote since 1984.



ASIA

P. 50 Asian Travel



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Puerto Princesa

Located in the province of Palawan in the Philippines, Puerto Princesa is getting a lot of attention for being one of the most vibrant and eco-friendly places to visit. Designated as a UNESCO World Heritage Site in 1998, Puerto Princesa Subterranean River National Park has received numerous accolades.

P. 54 Asian Beauty + Health



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Ayurveda

Ayurveda may be fairly new to many Westerners, but in India it is a centuries-old system of medicine based in nature. And with many health-conscious New Yorkers seeking natural relief from disorders ranging from arthritis to skin ailments to migraines, Ayurveda is more relevant than ever.

BUCKET LIST ECO-TRAVEL: PUERTO PRINCESA

Legend has it that if you tried to visit every single island of the Philippines for a full day, you'd have to hope that your place of work offers an option to take 20 consecutive years worth of vacation days. So how does a traveler choose a particular destination in this country? Sometimes a good way to make a decision is to follow the trends, and presently the city of **Puerto Princesa** is getting a lot of attention for being one of the most vibrant — and eco-friendly — places to visit. With the help of the Philippines Bureau of Tourism, we have learned why this should be on your bucket list.

Located in the province of Palawan (an island to the southwest of Manila), Puerto Princesa is reputed to be the cleanest and greenest city in the Philippines. It's also called the "city in the forest," as it is surrounded by lush nature. The beaches and the ocean are equally impressive, and it is easy to get to from Manila — just over an hour by plane. The climate is tropical with its wet months running from May to December, and dry months from January to April. The temperature remains consistently warm (87 - 93 Fahrenheit) and humid for the entire year.

Why so Eco?

The reason why Puerto Princesa is such a wonderful destination for eco-tourism is because it has only developed as a destination over the last couple of decades. Settled in the 1970s, it is still one of the least populated cities with less than 223,000 year-round

residents. Thus, there has been greater awareness regarding the environmental impact that comes from development, and this is reflected in every aspect of the city and how it strives to preserve its surroundings.

Perhaps the most famous attraction in the area is **Puerto Princesa Subterranean River National Park**. This five-mile long underground river is considered to be the longest underground river in the world. It winds through a complex system of large caves (furnished with stalactites and stalagmites), and offers an unforgettable boat ride that culminates with exiting directly into the West Philippine Sea. This is one tour that you will not want to miss if you visit the area. Within a short period, Puerto Princesa Subterranean River National Park has received numerous accolades, and became a UNESCO World Heritage Site in 1999. More recently, it received a *New7Wonders of Nature* designation in 2011. More that you need to get a permit when you arrive in Puerto Princesa in order to visit this site.

And So Much More

While traversing the underground river may be a once in a lifetime event, there are many other activities that are just as exclusive. Along with the wide range of



flora and fauna, you may also encounter numerous animals on your journey. The **Palawan Wildlife Rescue and Conservation Center** is home to a Crocodile farm that looks after some of the native species. And another unique place to visit is the **Palawan Butterfly Garden**, which presents countless colorful butterflies for your viewing pleasure.

For those who like to get wet, Puerto Princesa's **Hendaya Bay** is ideal for diving, swimming, snorkeling and more. The area is home to myriad fish and coral reefs, and the water is very pleasant. Stay is long enough, and you may spot some "lumba-lumba," the local name for the Spinner Dolphins that reside in this area. Looking for a little privacy? Ask how to get to the beautiful beaches of Nagbaban, Napos, and Manafros.

Just Enough Modern

While the great outdoors may be the centerpiece of Puerto Princesa, it still offers many modern luxuries that many travelers demand. Along with local hotels are newer luxury resorts, and there are some shopping areas, such as the recently completed **Robinsons Place Palawan** mall. Restaurants and nightlife also abound, ideal for people from all walks of life, but it's for certain that it is the opportunities to interact with natural wonders that will stick with you forever.



This entryway to Puerto Princesa's underground river is just the beginning. As you make through this colossal network of caves, you'll encounter just how small and young our air-conditioned tourists

A Korean-Style 'Live' Feast to Remember

It's not everyday when seasoned eaters can be surprised by a seafood feast, especially in New York. Here, diners can order anything from sushi platters to fully loaded perilla, caviarfish bowl and whole roasted fish. However, Bada Story is one of those pioneering restaurants that commits to a concept – to serve the freshest fish possible – and takes it to the next level. With two locations, one in Flushing Queens and the other in Fort Lee NJ, this Korean eatery is a must try for anyone who is looking to break out of the usual pattern of sushi and sashimi, and go for a robust meal that they won't forget. True World Foods is a proud supplier of products for this place for Live Fish.

Since opening nearly 4 years ago, Bada Story (Bada is 'badaen' in Korean) has made it its mission to bring authentic Korean style fish dishes to the masses. This means that nearly every piece of fish served would have to actually be alive and swimming until only moments before being served to diners. Unlike many other restaurants, which may prepare their fish before opening their doors, Bada Story's kitchen – overseen by Chef Yoonhoon Huh in Fort Lee – takes the fish right out of the tank and slices the whole thing per order. This approach poses a unique challenge for fish suppliers, but the result is a quality of fish that is unique and in many ways unmatched.

True World Foods took on this 'Live Fish' challenge with enthusiasm, sourcing only the best available fish from its wide network of suppliers around the globe. According to Kevin Park, the manager of the Fort Lee location, "True World Foods is one of our most reliable suppliers and understands that we have a high standard. And they always give us the freshest tasting fish." He added, "Also, their prices are very reasonable for the quality, and their customer service is second to none. Our chef enjoys dealing directly with our True World Food representative."

True World Foods provides several of the fishes served at Bada Story – perhaps most importantly the restaurant's best-selling, Fluke. Like all of the live fish meals (which include Sea Bass, Flounder and Blackfish), an entire fluke is served in two ways – /Wee (Korean sashimi) style, and in a soup. The sashimi slices are generous to say the least, and the entire fish – top, bottom, and fins – is served on cold stones to keep them at their peak. As an added bonus, a centerpiece of dry ice keeps the dozens (yes, dozens) of fish pieces at the right temperature for the duration of the meal. Soy sauce, chopchogjang (spicy sauce), and myang (fermented soybean paste) are available for dipping.

At Bada Story, the cost reflects the quality. A typical Whole Fish set menu will run about \$200. However, the amount of food easily serves 3 – 4 people, if not more, from steamed egg custard to a mussel soup, seafood pancakes, and fresh vegetables, there are the typical Korean side dishes that perfectly accompany the main courses. A whole cooked fish and fried base flake, and an assortment of sashimi (including shrimp, uni, yellowtail, abalone, and octopus) are also included. Yes, you will need to bring your appetite because every set meal is simply overflowing.

If you wish to give your taste buds a new tale to tell, there is no reason not to make the trip to Bada Story.



Four dozen per serving (on a cold stone). Twelve servings. Enough given you a headache. (Just ask until you are full)



The side dishes are made with themselves. From cold vegetables, sweet radishes with vinegar in a dressing and chili garlic sauce, it enjoys a variety of flavors and textures. And how do Korean seafood platters maintain their freshness? For the thick cold or hot dry ice is the system of upshot.

Hot or cold? You get both here. So you can alternate between the classic flavors of sashimi and a beautifully cooked fish.



Chef Huh personally oversees the fish in this 70 seat restaurant. Take it from us, you will not be disappointed.



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Thailand: Rice Bowl of the World

Superb Thai Hom Mali Rice

With its fertile land, thanks to abundant water and suitable climate for growing rice, Thailand is internationally regarded as one of the world's best sources of high-quality rice. Among excellent Thai rice, the most prestigious is the world-famous Thai Hom Mali rice that impresses diners with its delightful pandan-like aroma and delectably white and soft texture. Fifty years ago, a small group of researchers from Thailand introduced Thai Hom Mali rice, the newest rice variety, to the global arena. Since then, an increasing amount of Thai Hom Mali rice is exported worldwide each year, and restaurants galore around the world are currently serving delectable menus with this unique kind of rice. At present, Thailand produces over three million tons of Thai Hom Mali rice per year.

Authentic Thai Hom Mali rice is long-grained with its approximate length of 7 millimeters, sharply tapering shape and slightly bent at the end without the husk. The grain is shiny, plump and spot-free. It is as white as the color of jasmine flowers, and its natural scent is sweet like the fragrance of pandanus leaves. When cooked, the rice is aromatic and tender, with a hint of sweetness in its flavor. A true delight when eaten just cooked and yet remains tender and tasty when cool, never hard or bland like many other types of rice.



Due to its special seed in-rain, climate and soil composition, the very best Thai Hom Mali rice can only be grown in a select part of the northeastern region of Thailand.



For quality Thai Hom Mali rice, simply look for this mark on the packet.

Nutrition and Health Benefits of Thai Rice

Thailand is famous for its ability to produce premium-quality rice varieties which are well-known for their high levels of nutrition such as protein, vitamins B1, B2, B6 and E, as well as other key nutrients. Highly nutritious Thai rice is a wholesome complement to almost any culinary creation—a great addition to recipes from all around the world.

Thai rice-based products, such as rice cakes, cereals, noodles, pastas and rice bran oil, are gluten-free and offer



excellent health benefits. As shown in the diagram below, rice bran oil surpasses olive oil in nutritious value, and it can be used in deep-frying or making a salad. It is also available in the form of capsules, making it a great supplement that helps lower cholesterol levels. Today, high-quality rice and rice products from Thailand are highly regarded and preferred by health-conscious consumers throughout the world.

Comparison of Nutrition Found in Different Rice Varieties and Potato (per 100g)

	THAI HOM MALI RICE	GENUINE JASMIN RICE	THAI HAI RICE	INDONESIA BETAH RICE	INDONESIA	POTATO
Protein (g)	8.0	7.41	8.3	7.9	8.6	72.5
Fiber (g)	0.6	4.55	3.5	4.7	NA	0.4
Phosphorus (mg)	30	-	NA	30	NA	90
Iron (mg)	10	-	1.27	2.17	1.3-1.6	1.7
Vitamin B1 (mg)	0.3	0.33	0.37	0.5	NA	0.12
Vitamin B2 (mg)	0.04	-	0.12	0.15	NA	0.04
Vitamin B3 (mg)	0	0.16	3.39	NA	NA	1.0

Reference: Data of Rice from National Bureau of Nutrition, Department of Public Health. Information on being food sources to learn more, Rice Nutrition Health, book published by the Office of Rice Production Department of Rice 2557.

Comparison of Nutrition Found in Rice Bran Oil and Olive Oil

	p-Oleic acid (g/100g)	Phytosterol (mg/100g)	Vitamin E (mg/100g)	Total Antioxidants (mg/100g)	Smoke Point (degrees Celsius)
RICE BRAN OIL	2,500	15,000	584	6,044	260
OLIVE OIL	1,500	1,500	100	1,000	190

Reference: Analytical data from The Global Oil Oil Ltd. Laboratory third-party laboratories and research journals.

Department of International Trade Promotion, Ministry of Commerce, Thailand

For more information, please visit the website: www.dipp.go.th

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AYURVEDA – ANCIENT REMEDIES ADDRESS MODERN AILMENTS

—Reported by Julia Socho

New Year's resolutions often focus on health and wellness. Why not accept the new year by exploring an alternative healing modality? Don't just see an MD – see a "Vaidya", the Sanskrit word for Ayurvedic practitioners. Ayurveda may be fairly new to many Westerners, but in India it is a centuries-old system of medicine based in nature. And with many health-conscious New Yorkers seeking natural relief from disorders ranging from arthritis to skin ailments to migraines, Ayurveda is more relevant than ever.

According to Ayurveda, what is in the universe is also in your body: the five elements of air, space, water, fire, and earth. A person is one of three types of *prakriti* (constitution): *Vata* (air + space), *Pitta* (fire + water) or *Kapha* (water + earth). Discovering one's type is the key to wellness in Ayurveda; practitioners use herbs and oils to formulate customized remedies for patients based on their specific *prakriti*.

Meditations Rudra Ayurveda Center offers treatments and therapies under the guidance of Vaidhya Renuka Radha, who expertly blends modern medicine with healing arts such as yoga, pranayama (the science of expanding and channeling prana, the life force) and meditation. During the first one-on-one consultation, Vaidhya Radha uses Ayurvedic diagnostic techniques to help patients understand their own *prakriti*, the first step on the path to healing. "You cannot run away from your own nature," she explains. "You must work with it. If you do nothing else with Ayurveda, find out who you are and what is your dominant element – so you will know what rules to follow, and what foods you should and should not eat." One of Vaidhya Radha's specialties is *Panchakarma* (body detoxification), something residents of polluted urban



centers can truly appreciate. "People are becoming more aware of their health, and they like to adopt natural, holistic remedies," explains Vaidhya Radha, who practiced in Delhi and London before relocating her practice to New York City.

In the initial consultation, Vaidhya Radha will analyze your *prakriti* and visitor current state of balance. "It's hard to find somebody with no imbalances," Vaidhya Radha says. In addition to herbs and oils, patients on the path to restored balance are provided with customized food plans, detailing what to avoid as well as what's safe to eat. "Whatever we give you, it will be all natural." Vaidhya Radha promises, nature is the alpha and omega of Ayurveda, which encourages a proactive approach to wellness that's an excellent PR for a happy, healthy new year. "You don't have to wait

until you get sick," Vaidhya Radha concludes. "Why not do something right now?"



ShareRadha is a form of Panchakarma therapy called *swedan* in which a steady stream of warm oil flows from a vessel in specific patterns over the forehead.

Rudra Ayurveda Center New York

Located across the street from the Empire State Building, Rudra Ayurveda Center New York provides treatments and therapies under the guidance and supervision of a board certified practitioner specializing in Ayurveda. The techniques used in the center are holistic in nature, blending modern medicine with arts such as yoga, pranayama and meditation. It also offers Ayurveda workshops.



Rudra Ayurveda
1 W 34th St, 3rd Fl & 4th Fl | Suite 302
New York, NY 10001
Tel: 212-425-1127 | www.rudrayurveda.com

Testimonial

Dr. Radha has been life changing. I first came to [her] after suffering from terrible digestion and some that had manifested itself all over my face sometime in my late 20s. After my first year and consultation, Dr. Radha seemed to have a very clear picture of the imbalance that was causing my issues and set me on a clear path for recovering my health. After two months of following food guidelines, herbal supplements and lifestyle changes, I completed Panchakarma and have been on an amazing path to recovery ever since. While there are no magic wands that work overnight, the change I feel after following Dr. Radha's guidance has been dramatic and I have never felt better. —Amy Lombardi

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 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Good Food</td> <td>\$12 L \$15 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Good Food	\$12 L \$15 L
 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Pine Real Thai 42</td> <td>\$20 L \$25 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Pine Real Thai 42	\$20 L \$25 L
 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Pine Real Thai 48</td> <td>\$20 L \$25 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Pine Real Thai 48	\$20 L \$25 L
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 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Q2 Thai</td> <td>\$18 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Q2 Thai	\$18 L
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 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Topper Thai</td> <td>\$18 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Topper Thai	\$18 L
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 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Yam Yum Y*</td> <td>\$15 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Yam Yum Y*	\$15 L
 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Yam Yum Bangkok*</td> <td>\$15 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Yam Yum Bangkok*	\$15 L
 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Yam Yum Yee*</td> <td>\$20 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Yam Yum Yee*	\$20 L
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 <td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Pro Thai</td> <td>\$20 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Pro Thai	\$20 L
<td>Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441</td> <td>Purple Chicken</td> <td>\$20 L</td>	Wai Yee Wai 101 So Ave. Suite 201 & 202 St 212-395-4441	Purple Chicken	\$20 L

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Wataru Kobayashi Solo Show

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Plant Institute graduate and New York based Japanese artist, Wataru Kobayashi's abstract paintings are being exhibited at the Sergius Borges Gallery at SoHo. Kobayashi's Pollock-like, rhythmical brushstrokes express his mood and soul, creating cosmic portraits on canvas.

Location: 417 West Broadway, New York, NY 10012

www.sergioborges.com/www.kobayashiwataru.com

Performance

January 21

ERICA "Nostalgia" Live

Jazz at Kafeo

Japanese Jazz vocalist, ERICA, will come back to Jazz at Kafeo in January. This is her 9th live at the popular jazz club and is for the double celebration of the release of new album "Nostalgia" and her birthday. She will be accompanied by Joacha Hornera (guitar), Rola Akers (bass), Ben Zuck (drums) and Rosta Ogawa (bass). **Location:** 44 West Ave. 4th Fl. New York, NY 10013
TEL: 212 697 4111 (www.kafeojazz.com)

Event

December 30

Countdown Party

Shuya Shokudo

Shuya Shokudo is late-night izakaya that opens at the

Tokyo Restaurant after it closes. Typically opens for business at 12:30 am. From 10 pm on New Year's Eve they will be hosting a New Year's Eve Countdown Party at which everyone will count down to the New Year and celebrate the arrival of 2010. Guests will receive a complimentary glass of sparkling wine (available as long as supplies last). In addition to the regular food menu, there will be a special chef's menu.

Location: 290 E. 52nd St., 3rd Fl. New York, NY 10022

TEL: 212 639-0294

January 3

Mecha-Pounding Festival

Friends Academy of Japanese Children's Society

At the Friends Academy, which offers Japanese language instruction for young children through high school aged



children there will be a Mecha-Pounding Festival to celebrate the New Year. There will be two sessions at different times during the day, each session is limited to 50 participants. The participation fee is \$10 (children under one year of age can join for free). Guests can also enjoy a "panel discussion" featuring ideas on the Omisoka, and special events related to the Japanese New Year. Reservations required.

Location: 210 W. 103rd St., 3rd Fl. West End Ave. & Riverside Dr.

New York, NY 10025

TEL: 212 633-4555 / friends_youth@jpsd.com

www.jpnewyork.org

January 7

Conversation Cafe

The Japan Foundation / The Nippon Club

Practice Japanese with native speakers and fellow Japanese learners over a cup of Japanese tea and snacks. The topic will be "Things to know when doing



Event Feature

Now Accepting Applications for the Japan Day Art Contest

Japan Day @ Central Park 2010

The large-scale outdoor event celebrating Japanese culture, Japan Day, will celebrate its 10th anniversary in 2010. Scheduled to be held in May, it is now accepting applications for the Japan Day 2010 Art Contest. The selected artwork will become the official image of Japan Day @ Central Park and will be used for the official poster program, open-air art. The first prize winner will receive a pair of round trip air tickets to Japan provided by All Nippon Airways. Also a couple of Hon-

orable Mentions will be selected and the winners will receive digital cameras provided by Nikon Inc. All the awarded artworks will be exhibited at the exhibition space of the Consulate General of Japan in New York.



Applications for stage performers and handicrafts tent organizers are currently being accepted as well. For more details go to the Japan Day of local website.

Info: www.japandaynyc.org

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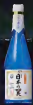
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